

ABSTRACT OF THE DISCLOSURE

A data compressing apparatus outputs character data and a pointer as intermediate data from input data. When a character string as a target of a command coincides with a character string as a target of the character data and a character string that is instructed by the pointer or by a combination thereof, a substituting means outputs a command in place of the character data or the pointer and outputs output data including the character data, the pointer, and the command. Accordingly, a data compressing apparatus is realized which can make free compression such that information or the like other than the character string is embedded.